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The Regional Municipality of Hamilton-Wentworth

Study Design

Signage Study

August 1986
43423

Fenco

in association with

Newton Frank Arthur Inc.

Lavalin



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APPENDICES

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I. INTRODUCTION

a) Municipal Signage

An attractive and reliable sign system is a quickly perceived manifestation of civic pride which will be recognized and appreciated by citizens and tourists alike. The tourist or visitor who is warmly welcomed at the entrances to the City or Region and whose information needs (which are many and varied) are satisfied, will find his or her visit enhanced and more enjoyable. Consequently, they will be in a position to take advantage of the shopping, commercial, industrial and cultural attractions that the community has to offer - and they will want to come back.

Signs are a potentially powerful resource in making cities more meaningful and pleasurable. However, the many one-way streets and the want of a more comprehensive signage and information system, tend to confuse the first time visitor to the City of Hamilton.

Through a systematic and a coherent signage and information program outlined in this proposal, we hope to help the City to rectify any of the shortcomings of the present system. As a result of such a program, three major interrelated benefits to the City will be achieved: visitor orientation, tourist satisfaction, civic pride.

A further benefit concerns economics. Signage in most cities develops in an un-coordinated fashion. It is not only largely ineffective in providing proper information, it is cost ineffect-
tive as well. Through a well perceived and co-ordinated system such as proposed herein, a truly cost-effective program can be initiated and maintained. Consequently, the overall benefits and cost savings to the community can be substantial.

b) Travel Information

As a result of experiments, notably in the U.S. and in the Province of Ontario much is now known about the ways in which we perceive and assimilate travel information and consequently, the most effective manner of displaying it.

It is a fallacy that all the information a person needs in a city can be effectively conveyed through signs seen from moving cars. Attempts to present signage in this manner result in problems of visual communications that are currently perceived in most North American cities.

It is another fallacy that North Americans will not stop their vehicles, disembark from them and make use of travel information facilities if they are provided - and if, of course, they are reliable, comprehensive and effective.

It is all very well to recommend that many of the signs displayed in a community should be removed. There is no question that such removals will enhance the communicative value of those that remain. But what happens to the information that disappears? One could argue that it was never effective and that, as a result, its disappearance is no net loss.

We believe this further emphasizes the central and most important issue, which is: a comprehensive information system, while it does not have to rely upon any single medium, such as signs, for its effectiveness, it nonetheless does have to be comprehensive. For this reason the establishment of information centres is a convenient way to provide a wide spectrum of commercial and non-commercial travel information concerning such commodities/amenities as:

- fuel
- food
- accommodations
- attractions and/or recreation
- government and/or business services
- other facilities offered by the community

II. GOALS AND OBJECTIVES

The major issues and objectives to be resolved by this study include the following:

- a) To establish standards to promote uniformity and systemization in guiding the travelling public to major attractions, downtown parking lots, hospitals and airports.
- b) By establishing standards for erecting "trailblazer" signs, reduce the amount of clutter in the Region.
- c) To promote a better image of the community by having co-ordinated, uniform signage strategically placed to provide effective direction to the public.
- d) To identify problems experienced by visitors and tourists and review the merits of tourist information booths at the entrances to the Regional Centre.

III. SCOPE OF WORK

Fenco Engineers Inc. in association with Newton Frank Arthur Inc. propose to carry out the Signage Study in the following manner:

1. Study Organization (Figure 1)

The study will be directed by a Working Committee comprised of the following agencies:

- Regional Transportation Department
- City of Hamilton Traffic Department
- City of Hamilton Planning and Development Department
- M.T.C.
- Regional Economic Development Department

There will also be an Advisory Committee comprised of the following agencies:

- Hamilton Entertainment and Convention Facilities Incorporated (HECFI)
- Hamilton Region Conservation Authority (HRCA)
- Hamilton Automobile Club (HAC)
- Hamilton Parking Authority
- Central Area Plan Implementation Committee (CAPIC)
- Hamilton - Get Here Signs - Group

The consultant project team will comprise of Messrs. Jagla and Arthur, assisted by the Fenco Support Staff (see Section IV, Project Team for more details).

2. Study Approach (Figure 2)

In order to satisfy the goals and objectives of the study the following tasks will be carried out as specified here with.

STUDY ORGANIZATION

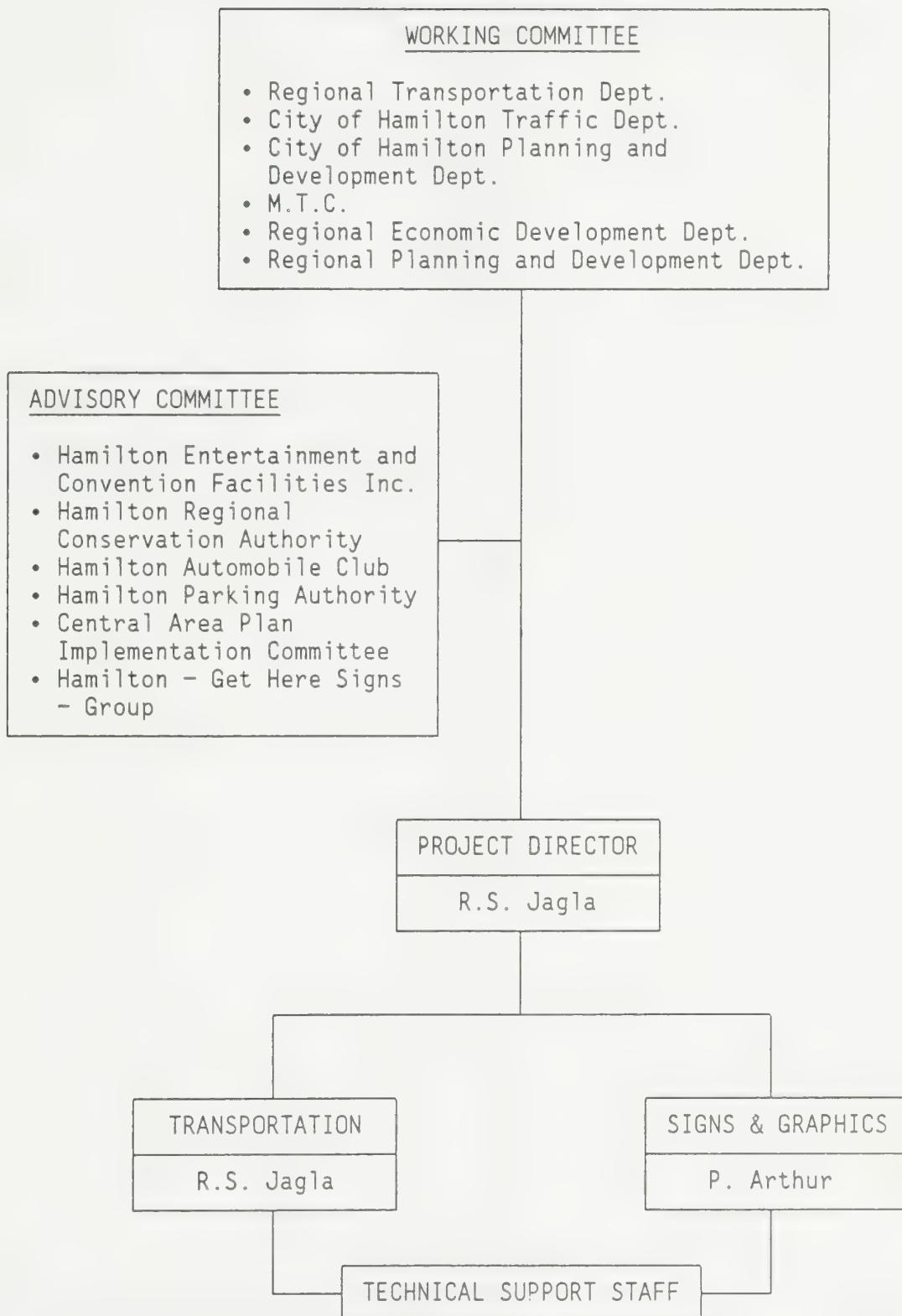
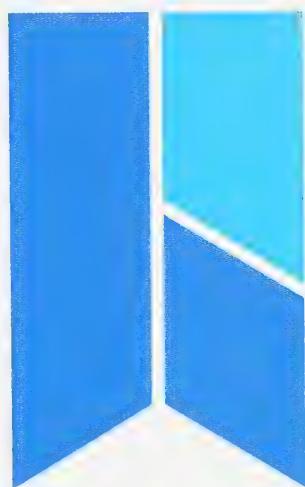


FIGURE 1

Placeholder for Foldout.

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a Later Date.



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1.0 STUDY DESIGN

Task 1.1 - Finalize Scope of Work and Study Design

This task will produce a document which details the approved work activities and responsibilities associated with the study and will provide estimates of manpower allocation and expenses expected to be incurred by the Consultant during the course of executing the undertaking.

Meeting 1 - August 5th, 1986 (Submission of Study Design)

Upon completion of this task, a meeting with both the Working and Advisory Committees is recommended to review the study approach and to "define" the problem(s). (ref. Task 6.1)

2.0 EXISTING CONDITIONS

Task 2.1 - Review Existing Signage and Practices in the Hamilton-Wentworth Region

Data assembled by the Region, relevant to the signage study will be collected and reviewed by the Consultant, utilizing the following sources. In addition all information signs by type are to be identified and accurately plotted on a Regional and City plan at a suggested scale of 1:10,000:

- o the inventory of signage and installation guidelines for "major attractions", parking lots, trail blazers, etc.
- o the City and Region by-laws, section or signs
- o the City Official Plan
- o the Region Transportation Plan

- o the Provincial and Federal Traffic Control Devices Manuals
- o other as deemed appropriate

Task 2.2 – Review Practices in other Jurisdictions

Conduct a telephone survey of several municipalities in Ontario and collect appropriate data to determine their practices and statutory requirements, particularly:

- o Peterborough
- o Toronto
- o Burlington
- o Kitchener-Waterloo and
- o Niagara Falls

Task 2.3 – Review Existing Major Attraction Logos

Logos of the following agencies and/or attractions will be reviewed for their appropriateness as potential "trail blazers":

- o Hamilton Convention Centre
- o Hamilton Football Hall of Fame
- o Copps Coliseum
- o Hamilton Public Library
- o Hamilton Downtown Market
- o Whitehern
- o Dundurn Castle
- o Art Gallery
- o Hamilton Place
- o Wild Water Works
- o Royal Botanical Gardens
- o Wentworth Heritage Village
- o Hamilton Museum of Steam and Technology

- o Battlefield House
- o Ivor Wynne Stadium
- o African Lion Safari

Task 2.4 - Review Off-Street Parking Signs

Review the off-street parking signage in the area bounded by Queen, Barton, Victoria and the escarpment, in terms of its appropriateness with respect to:

- o location
- o shape, size and colour
- o visibility

Task 2.5 - Review Potential Sources of Funding

Recognizing the budgetary limitations of municipalities we suggest that provincial, federal and private agencies be approached to canvas possible financial support. Some possible sources could be:

- o Ontario Ministry of Tourism
- o Ontario Industrial Development Council
- o Ontario Business Improvement Area Association
- o Municipal Advisory Committee
- o Private Sector Operators

Task 2.6 - Review Existing Major Travel Routes

In the process of the data review, major travel routes (internal and external) will be identified and evaluated with respect to signage. Particularly the routes from the 5 major approaches;

- o Toronto via QEW
- o Toronto via Highway 403
- o Niagara Falls via QEW
- o Kitchener via Highway 8
- o Brantford via Highway 2 (and 403)

to the major attractions, the hospitals with emergency services and the Hamilton Airport.

Task 2.7 - Prepare "Photo Survey"

Photographs and "video logs" of the existing signage will be provided by the Region by the end of September 1986, according to guidelines prepared by the Consultant. This will assist in assessing the present conditions and at the same time provide a record of all the different types of signs associated with:

- o traffic movement and routing
- o community information (commercial; industrial; tourist; transportation facilities such as, air, bus, rail)
- o highway entrances and site locations for potential Tourist Information Booths within the municipal boundaries of the City (photographs supplemented by the Consultant).

Task 2.8 - Contact with Organizations

The Consultant will make contact with all of the organizations referenced to in Appendix B during September 1986, to assess and to canvas ideas for improvements through:

- a) telephone interviews
- b) mailed-out questionnaires

- c) direct contact at meetings of the Advisory and Working Committees, particularly at Meeting No. 3 (ref. Task 6.3)
- d) Workshop session (ref. Task 6.3).

Task 2.9 – Review Potentials of Tourist Information Booths

With the help of the MTC, the Region and the City of Hamilton, sites for Tourist Information Booths will be identified for later analysis with respect to:

- o suitability
- o zoning
- o cost
- o access

Meeting 2 – Upon completion of task 2.0 (Existing Conditions) a meeting with the Working Committee is proposed to review the findings resulting from the data collection stage.

3.0 PROPOSED PRACTICE

Task 3.1 – Prepare Guidelines and Criteria

Upon completion of Tasks 2.1 to 2.3, guidelines and criteria for a signage program in conjunction with MTC will be prepared addressing such items as:

- o sign shapes and sizes
- o letter forms
- o colour
- o sign supports
- o sign location
- o erection policy
- o classification

- o maintenance
- o non-verbal symbols
- o nomenclature

Task 3.2 - Prepare Remedies for Signage Problems Related to Parking

Following the completion of Task 2.4, prepare remedies for the problems associated with the signing of the off-street parking lots, namely:

- o sign shape and size
- o colour
- o sign location

Task 3.3 - Identify Sources of Funding

After exploring all avenues for funding, the consultant will identify the potential sources and degrees of funding of the undertaking.

Task 3.4 - Prepare Recommended Major Travel Routes

After review of the designated routes, observations and recommendations will be presented, as to their suitability and/or short comings. In areas where "new" routes are warranted they will be identified and justification of rejecting the "old" given.

Task 3.5 - Identify Problems Areas

Following the completion of Tasks 2.7 and 2.8, "problem areas" will be identified and remedies presented. Some anticipated areas of concern could include:

- o clutter of signs
- o non-uniform signs
- o ambiguous signs

Task 3.6 - Feasibility of Tourist Information Booths

After investigation of potential sites, review of local zoning laws, and assessment of related costs, the consultant will provide sufficient information to deduce the feasibility of erecting Tourist Information Booths at the City/Region limits and/or in the C.B.D. of Hamilton.

4.0 IMPLEMENTATION PLAN

4.1 Workshop

See Task 6.3, Workshop Session and Meeting with "all" interested groups.

4.2 Work Plan

Following the successful presentation of the workshop (Task 6.3) and the input received by the consultants therefrom, we shall develop a work plan with a view to making those responsible for signage in the municipality as self-sufficient as possible on the following subjects:

- o basic guidelines and criteria for determining deficiencies generally
- o systems design
- o letter forms, non-verbal communications, and nomenclature
- o remedies for problem areas arising from the study in Task 3.5
- o methods of conceptualizing and operating travel information centres
- o fabrication and installation
- o maintenance and vandalism
- o unit cost for signs (type)

5.0 DOCUMENTATION

5.1 Interim Report

At the completion of the data review and evaluation, a summary of the findings, resulting from the meetings with the various public and private agencies, will be prepared for discussion with the Working and Advisory Committees.

5.2 Final Draft Report

A final draft report will be prepared and distributed to the Working and Advisory Committee members for review prior to presentation to the Transportation Services Committee for approval. Said report will contain the Work Plan prepared as Task 4.2.

5.3 Camera-Ready Originals

Upon approval of the final draft report, camera ready originals will be submitted to the Region for the preparation, printing and distribution of the Final Report.

6.0 MEETINGS AND/OR PRESENTATIONS

Five (5) meetings are anticipated in the course of the study. Three (3) with the Working and Advisory Committee, one (1) with the Working Committee and one (1) with the Transportation Services Committee.

Task 6.1 - Initial Meeting

It is recommended that both the members of the Working Committee and the Advisory Committee be present at the initial meeting to review the study approach and to identify their perceived problems associated with the

current signage program. This meeting could be the basis for establishing the problem priorities and to assist in the identification of the key issues.

Task 6.2 - Data Review Meeting

At the completion of Task 2.0 (Existing Conditions), a meeting comprising of the Working Committee will be held to review the collected data and to assess its significance.

Task 6.3 - Policy Meeting

At the completion of Tasks 3.1 to 3.5, a meeting comprised of both committees will be held to review the Interim Report and to canvas comment on the proposed policies and practices.

Task 6.4 - Workshop Meeting

This meeting is envisaged as a "Workshop Session" conducted by the Consultant and attended by "all" groups identified in the Terms of Reference and by any others that may be added to this list in the course of the study. This meeting, lasting 5-6 hours, would address such topics as:

- o System Design
- o Fabrication of Signs
- o Staging and Costs
- o Maintenance
- o Vandalism
- o Sign Manual
- o Travel Information Systems
- o Other

Visual aids would be employed and concrete examples presented.

Notes of Conference, recorded (taped) minutes of meeting, would be the basis on which to build the Implementation Plan for the Region. (See Task 4.2 Work Plan.)

Task 6.5 - Final Draft Meeting

After assembling all comments and revisions pertaining to the initial draft report and upon documenting the results of the "Workshop Session", a Finalized Draft Report would be presented to the Transportation Services Committee for review and approval. Upon its approval, the Final Draft Report will be finalized and submitted to the Region for further action.

IV. PROJECT TEAM

The key persons who will be directly involved in this study are as follows:

Mr. Roman S. Jagla - Project Director and Transportation

Mr. Jagla, P.Eng., over 15 years with FENCO, with a broad and extensive background in transportation engineering, has been responsible for directing studies, surveys, data collection and evaluations on a wide range of projects. Recent related assignments in which a lead role was assigned to Mr. Jagla include: "Visual Communications", a study for the City of Peterborough, Ontario; "Airline Terminal Identification Signs", for the Lester B. Pearson International Airport", Mississauga, Ontario; "Parking and Access Study", for the Calgary Exhibition and Stampede Park, Alberta; "Thorold Tunnel Control System" for MTC, Ontario; and the preparation of the "Design Manual for Traffic Signals" and the "Design Manual for Highway Illumination", for the Ministry of Transportation and Communications, Ontario.

Mr. Paul Arthur - Visual Communications

Mr. Arthur, principal in the firm of Newton Frank Authur Inc. has extensive experience in all aspects of signage. Some major projects in which he has been engaged in recent years include: the development of the first Travel Information System in the U.S. (Vermont and Oregon); the development of a similar system for the Province of Ontario (Ministry of Industry and Tourism); the development of a comprehensive signage system for the U.N. (Nairobi) and Air Canada; and the development of a bilingual information system for the U.S. Government for use in all border crossings.

In addition to such projects, Mr. Arthur is the author of the signage manual used throughout the State of New York for all signage projects for public buildings within the state.

V. STUDY SCHEDULE, STAFF ALLOCATION AND COST ESTIMATES

1. Study Schedule and Staff Allocation (Figure 3)

The following figure sequentially illustrates the flow of the study tasks, the expected time framework and estimates of respective manpower allocation. The total estimated period to complete the study is approximately four (4) months. This figure is self explanatory with the following qualifications:

- a) Written and/or oral contact will be provided on a bi-weekly basis to keep the Project Authority informed on the study progress.
- b) The time frame allocated to the study is dependent upon the response and cooperation of the agencies involved in providing information during the Data Collection Stage and the judicious review of drafts by the various agencies requested to participate in the study.

2. Cost Estimates

Based on our assessment of manpower requirements to carry out the various tasks outlined in our proposal, we present the following estimated labour costs and expenses to complete the undertaking.

Labour Costs	\$28,575.00
Expenses (Photos, Long Distance Calls, On-Site Travel, Postage, etc.)	1,200.00

TOTAL ESTIMATED COST	\$ <u>29,775.00</u>

Given the multi-agency involvement, and the potential for numerous meetings and dialogue, there is a danger that substantial time could be expended in a non-productive manner. Our work plan will eliminate to the greatest extent possible, non-productive meetings, and consolidate the necessary ones. We will rely on telephone and correspondence contact to the maximum.

Technical development of project requirements will be emphasized with complete documentation and a workshop session. Reports and graphics will be prepared to the highest standard as required for camera-ready submission.

This procedure will be incorporated in development of the final Study Design.

The cost of services for professionals assigned to this project will be invoiced on a "time basis". Individual hourly rates for each of the team members identified for the project will be as follows:

Roman S. Jagla, P.Eng.	\$56.00*
Paul Arthur	80.00*
Clerial (Word Processing)	35.00 **
Technical (Drafting/Graphics)	

Billing will be submitted monthly for work carried out during the previous month.

*Fixed rate

**Average rate - individual rates will be invoiced.

STUDY SCHEDULE AND STAFF ALLOCATION

<u>TASK</u>	<u>DESCRIPTION</u>				<u>STAFF ALLOCATION (HRS)</u>			<u>TOTALS</u>	
		AUG	SEPT	OCT	NOV	DEC	RSJ	PA	SUPPORT STAFF
1.0	STUDY DESIGN	—					15	5	20
2.0	EXISTING CONDITIONS	—					70	25	40
3.0	PROPOSED PRACTICE	—					30	45	20
4.0	IMPLEMENTATION PLAN	—					20	35	15
5.0	DOCUMENTATION	—	—	—	—	—	60	5	70
6.0	MEETINGS, PROJECT MANAGEMENT	•	•	[•]	•		35	35	70
	TOTALS						230	150	145
									525

FIGURE 3

appendix a

THE REGIONAL MUNICIPALITY OF HAMILTON-WENTWORTH
DEPARTMENT OF TRANSPORTATION

TERMS OF REFERENCE
SIGNAGE STUDY

JUNE, 1986

1. INTRODUCTION AND SUMMARY

1.1 Background

There is a lack of standardization on secondary routes from the highway system directing visitors and tourists to major attractions within a City or Region after leaving the highway system. Furthermore, there is a lack of standardization from one municipality to another, so that there is little uniformity among municipalities to provide direction or guidance to the travelling public within urbanized areas.

A good example of standardization and uniformity is the signing system that the M.T.C. has established on their highway system. The travelling public can always expect notice of information to assist them to plan their exit from the highway system, to permit them to exit from the highway system, then to confirm where they are after exiting from the highway system.

Shortly after a new major attraction is established there is a requirement for signage to direct visitors from the highway system to this attraction. Invariably, the trailblazers are evolved and then are erected at locations to attract potential visitors' attention on an individual basis.

Often these locations avoid locations where other trailblazers are already located, so that by constantly adding trailblazers, a number of different trailblazers in effect get "strung out" along a major secondary route creating an image of "clutter". As well, these "strung out" trailblazers compete for attention with the regulatory traffic signs.

1.2 Summary of Issues

The major issues and objectives to be resolved by this study include the following:

- a) To establish standards to promote uniformity and systemization in guiding the travelling public to major attractions, downtown parking lots, hospitals and airports.

a) Major Attraction Signage

No uniform system of advisory signs to major attractions is available. As well, there is not a consistent approach to confirmation trailblazers either in spacing or after changing direction. Furthermore, trailblazers for major attractions in the same area have not been co-ordinated or consolidated.

This lack of systemization which leads to a "cluttered", disorganized and ineffective display of advisory signs, ultimately projects a less than desirable image.

Guidelines for location and design of this signage should be developed by the Consultant.

b) Off-Street Parking Signage in the Regional Centre

Unless drivers are familiar with the locations and entrances to downtown parking lots, getting to parking lots close to their destination can be very frustrating for drivers, particularly visitors and tourists. This problem is aggravated in Hamilton by the system of one-way streets and the relatively remote location of some parking lots.

The parking lot location problems are aggravated by the lack of uniform signage and advance signage, as well as restrictions on private signage on the road allowance.

It will be necessary for the Consultant to review the City of Hamilton's Downtown Parking Lot Study. Mr. T. Gill, of the Transportation Department at 526-4339, will be the contact person.

The Region will inventory the signage on the road allowance for the existing off-street parking lots.

2.3 Available Information from Region

The following information will be made available to the Consultant:

- a) available current traffic data
- b) appropriate mapping indentifying the major road system and specified activity centres
- c) inventory of signage and installation guidelines.

4. SUGGESTED FORMAT OF SUBMISSION

The Region requires the Consultant to prepare his submission using the following format:

- i) Statement of the Consultant's understanding of the scope of the work.
- ii) The Consultant's proposed staff organization and the relevant experience of the project staff in undertaking similar assignments.
- iii) An overview of the Consultant's general approach to undertaking the investigation together with a detailed work breakdown which describes each task to be undertaken by:
 - purpose
 - proposed methodology
 - data assumed available from others
 - the level of effort in person-days by staff member
 - format of documentation to be provided

A list of the activities to be included is given below. The Region requires the detailed work breakdown structure to be organized in this format. Additional tasks considered necessary by the Consultant should be clearly identified.

<u>Task</u>	<u>Description</u>
1	finalize scope of work and study design.
2	review and assemble inventory existing hospital, airport, parking, and major attraction signage.
3	review existing practice in other jurisdictions, and statutory requirements.
4.	prepare guidelines/ criteria for installation of signage.
5	develop implementation plan.

appendix b

ASSOCIATIONS AND ORGANIZATIONS TO BE CONTACTED

Chamber of Commerce	Mr. Reg Whynott	522-1151
Central Area Plan Implementation Committee (Citizen's Advisory Committee)	Mr. David Godly	526-4229
Tourism Action Group (Private Sector)	Mr. Gabe Macaluso	526-4290
Hamilton Hospitality Association	Mr. John Mykytyshyn	627-4410
Hamilton Automobile Association	Mr. Leo Laviolette	525-1210
Hamilton - Get Here Signs Group	Mr. Layton Coulter	549-1371

DOWNTOWN HOTELS

Royal Connaught Hotel	Mr. Barry Massey General Manager	527-5071
Sheraton Hamilton Hotel	Mr. Morris Salem General Manager	529-5515
Holiday Inn	Mr. Tony Miele General Manager	528-3451

MAJOR ATTRACTIONS

Hamilton Convention Centre	Mr. N. Davidson Sales Manager	523-5883
Hamilton Football Hall of Fame		528-7566
Copps Coliseum	Mr. F. Bogden Director of Marketing	526-4450
Hamilton Public Library		529-8111
Hamilton Farmers' Market		527-1700
Whitehern		522-5664
Dundurn Castle		526-5313
Art Gallery		527-6610

MAJOR ATTRACTIONS
(cont'd)

Hamilton Place	Mr. T. Burrows General Manager	525-3100
Hamilton Museum of Steam & Technology		549-5225
Wild Water Works		561-2292
Royal Botanical Gardens		527-1158
Wentworth Heritage Village		647-2874
Battlefield House		662-8458
Ivor Wynne Stadium		526-4615
African Lion Safari		(519) 623-2620

HOSPITALS

Chedoke-McMaster Hospitals:

Chedoke Hospital Division	521-2100
McMaster University Medical Centre Division	521-2100

Hamilton Civic Hospitals:

Hamilton General Hospital	527-0271	
Henderson General Hospital	527-0271	
	Ext. 4384	
St. Josephs's Hospital	522-4941	
St. Peter's Hospital	Dr. J. Meeks	549-6525

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